

Industry Projections for the Southwest Wisconsin Workforce Development Area, 2004-2014
(Grant, Green, Iowa, Lafayette, Richland, and Rock Counties)

NAICS	Industry Title	2004 Estimated Employment	2014 Projected Employment	2004-2014 Employment Change	2004-2014 Percentage Change
	Total Non-Farm Employment	118,070	132,240	14,170	12.0%
1133, 21, 23	Construction/Mining/Natural Resources	5,500	6,490	990	18.0%
31-33	Manufacturing	22,960	22,670	-290	-1.3%
311	Food Manufacturing	3,720	3,740	20	0.5%
332	Fabricated Metal Product Mfg	2,000	2,030	30	1.5%
336	Transportation Equipment Mfg	6,660	6,960	300	4.5%
42, 44-45	Trade	25,340	28,410	3,070	12.1%
445	Food and Beverage Stores	2,450	2,550	100	4.1%
48-49, 22	Transportation and Utilities (Including US Postal)	4,970	5,440	470	9.5%
52-53	Financial Activities	3,600	3,940	340	9.4%
61-62	Education and Health Services (Including State and Local Gov Educ and Hosp)	23,610	28,810	5,200	22.0%
611	Educational Services (Including State and Local Government)	10,330	11,790	1,460	14.1%
622	Hospitals (Including State and Local Government)	5,190	6,360	1,170	22.5%
71-72	Leisure and Hospitality	10,480	12,050	1,570	15.0%
51, 54-56, 81	Information/Prof Services/Other Services	13,840	16,280	2,440	17.6%
	Government (Excluding US Postal, State and Local Educ and Hosp)	7,780	8,150	370	4.8%

Notes:

1. Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten. Numbers may not add due to rounding.
2. Employment does not include self-employed, unpaid family, or railroad workers.
3. An estimate of non-covered employment is included in NAICS 8131(Religious Organizations), but not in any other industries.
4. Government includes tribal owned operations, which are part of Local Government employment.

Information derived using 2004 CES (3/05 Benchmark) and 2004 QCEW data.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy between 2004 and 2014. It is important to note that unanticipated events may affect the accuracy of the projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, August 2006

Projections Methodology

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